

ABSTRACT OF THE DISCLOSURE

A computer-implemented method, including storing information for effectuating an affiliated marketing relationship, detecting an occurrence of at least one of a request for advertising space, a change in an offered price for an advertising space, a change in a term or a condition for an advertising offering, an advertisement debut, and an introduction of an advertisement or an advertising campaign, generating a message with a processing device, wherein the message contains information for effectuating an affiliated marketing relationship and information regarding the at least one of a request for advertising space, a change in an offered price for an advertising space, a change in a term or a condition for an advertising offering, an advertisement debut, and an introduction of an advertisement or an advertising campaign, and transmitting the message to a communication device or a computer associated with a content provider or a user.